



2003 DTIC Customer Satisfaction Survey Report

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PREFACE

CUSTOMER SATISFACTION REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since FY 1999. There are two surveys conducted yearly:

Customer Satisfaction Survey A complete sampling (census) method of all users was used excluding the following: DTIC employees, Air Force Materiel Command (AFMC) personnel, Small Business Innovative Research (SBIR), foreign or overseas users and users identified as Top 200. Surveys were conducted in FY 1999 through FY 2003.

Top 200 Users Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200+ users were surveyed. Surveys were conducted in FY 2000 through FY 2003.

A combined Annual Survey Composite Data Report was developed in FY 2001 and FY 2002. An analysis highlighting differences between the two surveys is planned for FY 2003.

The DTIC Performance Report, sent to the Defense Information Systems Agency (DISA), contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction (CS) survey.

Customer Satisfaction Survey Results: How Do We Measure Up?

Based upon the CS survey findings, the majority of the 2003 survey respondents were satisfied with DTIC services as a whole. While the result is generally positive, the score did decline 4 points since the 2002 survey (down from 81 percent to 77 percent). However, DTIC continues to exceed the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. The ACSI survey was conducted in November 2002, while the DTIC CS Survey was conducted in July 2003. The results are illustrated on the graph below.

Customer Service Elements	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
DTIC Composite Scores	76%	81%	77%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+7.4	+9.9	+6.8

*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

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2003 DTIC Customer Satisfaction Data Summary

Part I: Introduction

Purpose: This report contains the findings of the 2003 Defense Technical Information Center (DTIC) Customer Satisfaction (CS) survey conducted in July 2003. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its general users and (2) identify possible areas for improving its products and services. This report describes the survey process, presents its results, and recommends actions identified by survey respondents. Specifically, this report summarizes the results of the 2003 CS survey. It also compares findings from the 2001 and 2002 CS user data. Collectively, the report allows us to work toward the following objectives:

- To improve customer retention
- To determine the perceived quality of products, services and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the 2003 CS survey was specifically designed by querying our registered users in five (5) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Offerings
- User Demographics
- Communication/Access and Information Requirements

With regard to these five (5) categories, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality and access) as well as adequate, useful, and prompt information distribution.

Methodology: Web-based and e-mail surveys were the primary collection methods selected for this effort. One-on-one telephone interviews were used to gather contact information and, on occasion, to administer the survey. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates.

The target population for this effort was 2680 registered users. Active users not surveyed included DTIC employees, Air Force Materiel Command (AFMC) personnel, Small Business Innovative Research (SBIR), foreign or overseas users and users identified as Top 200. A complete sampling (census) method was chosen based upon (1) the potential to increase response rates and (2) knowing that anomalies can occur and have occurred when launching the DTIC survey contact user list. After three (3) e-mail contact attempts, 731 users responded to the survey. There were 824 non-deliverable emailed

surveys. Statistically, the survey results are reliable. This was achieved with a confidence level of 95 percent and a 7 percent error tolerance with an overall response rate of 27 percent. The response rate for the 2003 CS survey increased 12 percentage points in comparison to last year's response rate, which was 15 percent.

Possible reasons 73 percent of the 2003 CS survey population did not respond to the survey could be:

- Internal DTIC problems with Microsoft Outlook so user never received survey
- User could not be contacted due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)

Interpretation of the Data:

When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the customers who could not be surveyed due to lack of valid contact information, but also the 42 percent of general registered users who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Overall favorable percentages are based on normalized data, a process which uses the total number of valid responses along a five point scale and converts these to a 100 point scale. These may vary somewhat from the total percentage of favorable responses. The overall favorable percentages are derived from the "Mean (normalized)" column in the tables for quantitative results at Appendix B. Most analytic conclusions throughout this report are derived from these "overall percentages."

Overall Findings

(Data relevant to the overall findings below are detailed in Appendix B)

Customer Service Issues

- Seventy-seven percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 36)*

DTIC Offerings

DTIC Online Services

- Sixty-nine percent of respondents rated DTIC Online Services quality as “Excellent” to “Very Good.” *(reference page 37)*
- Private STINET was the most widely used DTIC Online Service when the survey was conducted in July 2003. *(reference page 9)*

DTIC Homepage

- CS survey respondents rated the overall satisfaction with the DTIC Homepage at 69 percent. *(reference page 38)*
- Accessibility, appearance, and content were the top rated quality factors for the DTIC Homepage. *(reference pages 38)*
- Of the top three user groups responding to the survey, Librarians rated the overall quality of the DTIC Homepage the highest at 71 percent. *(reference page 38)*
- Seventy-five percent of users responding to the survey reported using the DTIC Homepage in the past 12 months. *(reference page 37)*

DTIC Annual Users Conference

- Only 12 percent of CS survey respondents reported attending a DTIC Annual Users Conference in the past 3 years. *(reference page 39)*

User Demographics

- The majority of respondents were DoD employees. *(reference page 39)*
- The majority of the users responding came from three user groups: Librarians, Engineers and Researcher/Analysts. *(reference page 40)*
- The vast majority of survey respondents reported that they primarily act as information providers to others. *(reference page 40)*

- The largest number of respondents reported being registered with DTIC for 1-2 years. *(reference page 40)*

Communications, Access and Information Requirements

- The vast majority of users responding to the survey find that their informational needs are being met by searching DTIC's collection. *(reference page 40)*
- CS survey respondents find the Internet/Online services as the most often used communication channel to contact DTIC. *(reference page 41)*
- Surveyed users reported they are satisfied that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, training opportunities, etc. *(reference 41-42)*
- Over half of the users responding reported the Internet/Online Services as the preferred medium of ordering documents. *(reference 43)*

General Findings

- Eighty-five percent of all survey respondents indicated that DTIC is important to the accomplishment of their business objectives. *(reference page 36)*
- Seventy-six percent of respondents reported that DTIC has a "High" to "Medium" impact in supporting their overall mission. *(reference page 36)*
- Eighty-nine percent of respondents would recommend DTIC to colleagues. *(reference 36)*

Part II: Global Customer Service

Performance Rating Review

Overall Customer Satisfaction Performance Ratings:

The 2003 CS survey findings showed that 77 percent of respondents felt satisfied with the level of DTIC's customer care. When this rating is compared to 2002 CS survey findings, the rating declined 4 points. The chart below illustrates the percentage of customer service performance over a three (3) year period:

Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating

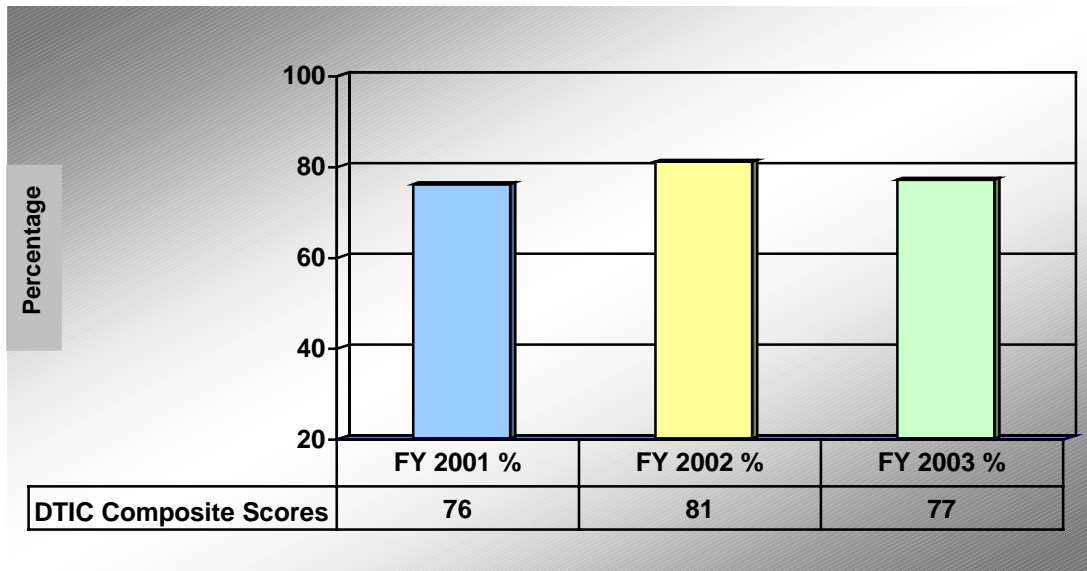


Fig 2.1

The customer satisfaction performance rating is generated by asking our users to rate their level of satisfaction with DTIC's customer care in eight (8) distinct quality areas. Those critical care elements and response data are displayed below in Fig 2.2. With regard to aspects of this year's customer satisfaction score (77 percent), all eight factors declined in their rating. Although the scores for Accuracy, Courtesy, Helpfulness, Knowledge and Professionalism remained fairly steady from previous survey years, three (3) quality factors continue to be the focus of interest. The three quality factors: Accessibility, Responsiveness, and Speed of Service, were the lowest rated quality factors by the 2003 CS survey respondents. The ratings from these quality factors appear to be responsible for the marginally lower customer satisfaction performance rating for 2003. Fluctuations in these same three factors from 2001 through 2003 appear to drive the changes in DTIC's Customer Satisfaction Performance Rating, both positively and negatively. See Fig 2.2 for reference.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2001 CSS Survey	FY 2002 CSS Survey	FY 2003 CSS Survey	Performance Gap FY 2002-FY2003
Accessibility (Easy to access staff)	72%	77%	72%	-5
Accuracy (Provided correct info)	76%	80%	76%	-4
Courtesy	81%	85%	82%	-3
Helpfulness	79%	83%	79%	-4
Knowledge	77%	83%	78%	-5
Professionalism	81%	85%	81%	-4
Responsiveness(Timely response)	72%	78%	75%	-3
Speed of Service	71%	77%	73%	-4
Overall Rating	76%	81%	77%	

Fig 2. 2

Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2002 Federal Government American Customer Satisfaction Index (ACSI)**, which surveys 53 different customer groups from 39 different Federal government agencies. The ACSI survey was done in November 2002, the DTIC CS survey was done in July 2003.
- The 2002 December aggregate ACSI score for the Federal Government fell to 70.2 percent from a record high 71.3 percent.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- DTIC's 2003 Overall Customer Satisfaction Survey composite score is 77 percent.
- When measured in terms of the 2002 ACSI, the DTIC rating is above the established federal baseline/benchmark score by +6.8 points.

Customer Service Elements	FY 2001 CSS Survey	FY 2002 CSS Survey	FY 2003 CSS Survey
DTIC Composite Scores	76%	81%	77%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+7.4	+9.9	+6.8

*ACSI is the official service quality benchmark for the Federal Government. The cited survey was conducted in November 2002

Fig 2.3

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Eighty-five percent of all survey respondents indicated that DTIC is important to the accomplishment of their business objectives. See Fig 2.4 for more details.

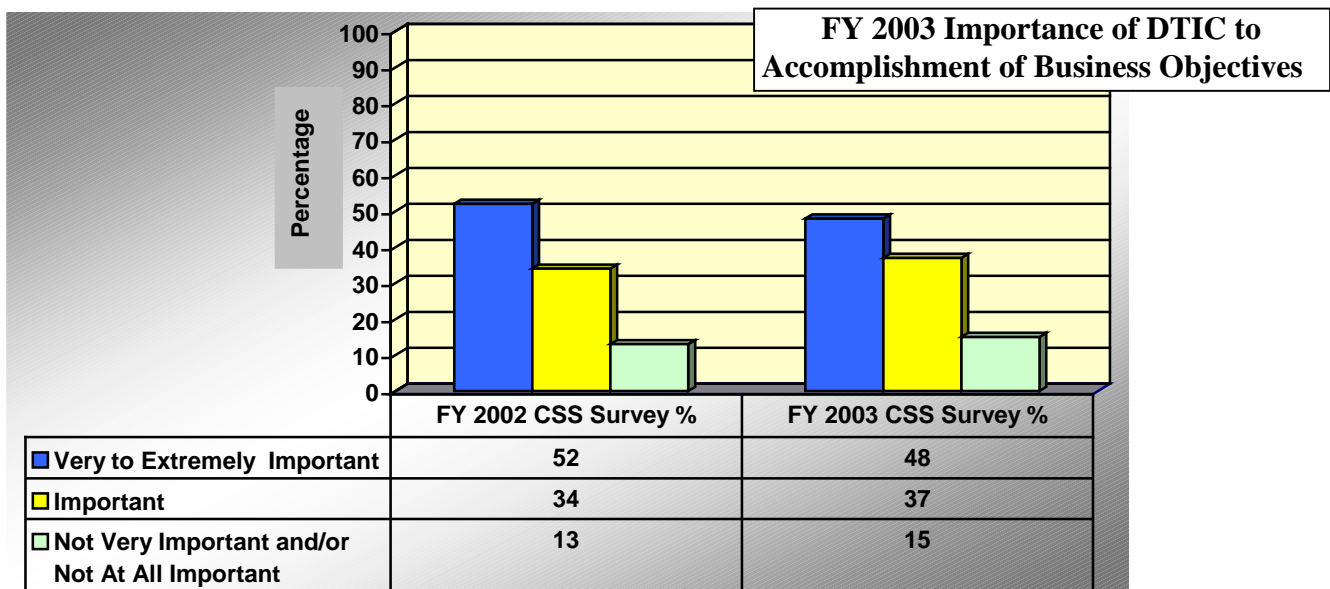


Fig 2.4

Note: No comparable data for 2001

Seventy-six percent of CS survey respondents reported that DTIC has a “high” to “medium” impact in supporting their overall mission , as compared to eighty-two percent in 2002. See Fig 2.5 for more details.

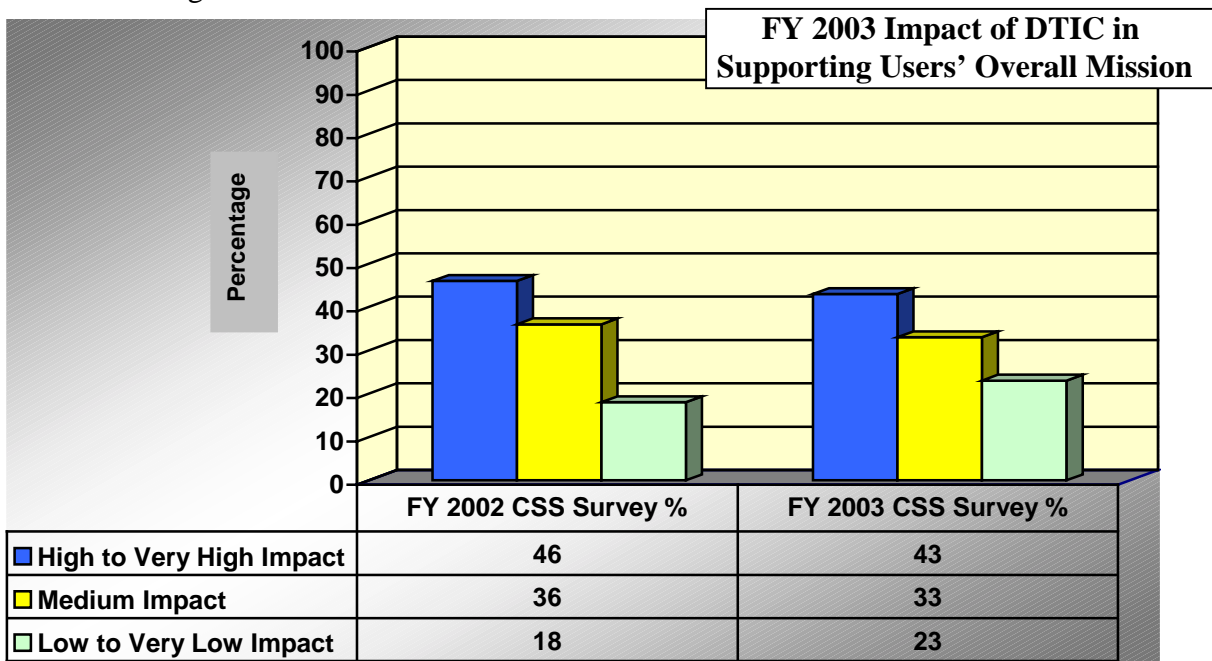


Fig 2.5

Note: No comparable data for 2001

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

The vast majority of CSS respondents (89 percent) would recommend DTIC to colleagues. This finding is basically consistent with previous survey years.

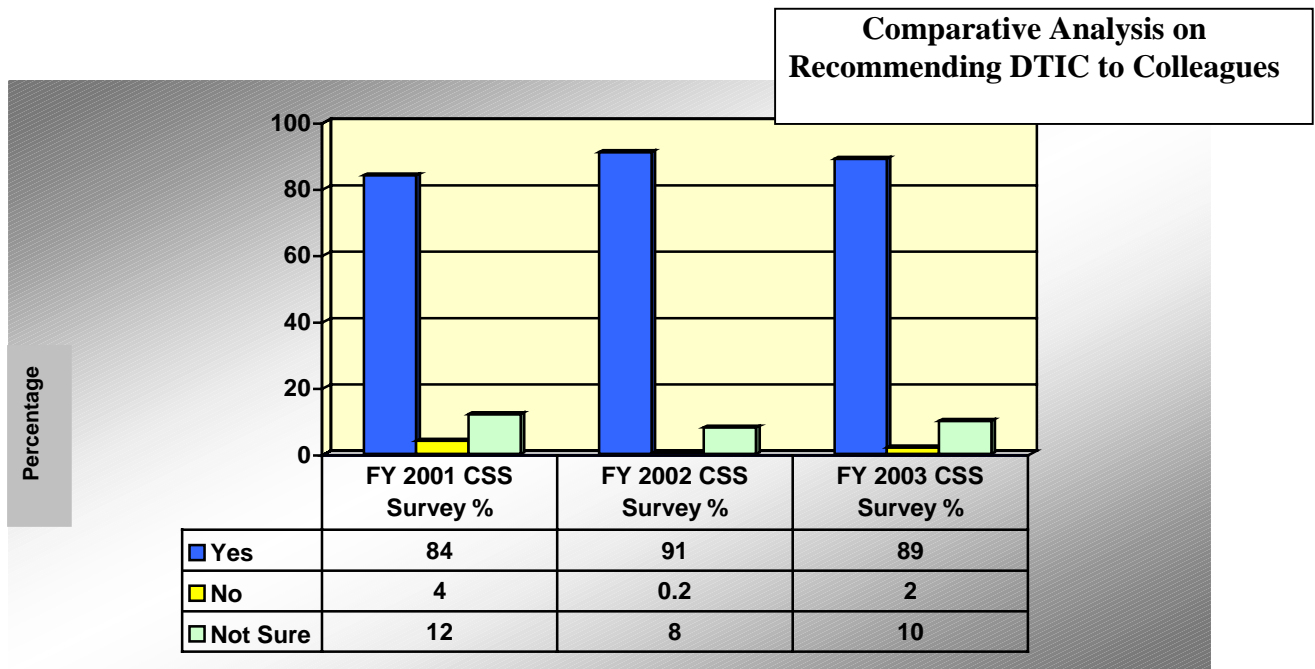


Fig 2.6

Part III: DTIC's Offerings

DTIC Online Services

DTIC Online Services Overall Quality and Performance:

The 2003 CS survey respondents were asked to rate their level of satisfaction with DTIC online services. About two-thirds rated the quality as "Very Good" to "Excellent." The overall percentage of users who were satisfied with DTIC online services increased 11 percentage points from 58 percent in 2002 to 69 percent in 2003. Note: **Overall** favorable percentages are based on normalized data. These may vary somewhat from the total percentage of favorable responses.

Comparative Analysis of DTIC's Overall Online Services Performance Rating

CS Survey	Overall	Favorable	Neutral	Unfavorable
2003	69%	65%	28%	7%
2002	58%	54%	21%	25%
2001	68%	60%	32%	8%

Fig 3.1

The top job positions in which the 2003 CS survey respondents most frequently categorized themselves were (1) Librarians, (2) Engineers, (3) Researcher/Analyst/Program Managers (see Part IV - Demographics for details). All three (3) top job positions showed similar patterns of responses in comparison to the overall CS online performance. The 2003 online services performance data reflects a notable favorable rating increase, in comparison to 2002. It should be pointed out that the count of respondents in 2002 for these three top job positions was small, resulting in large percentage shifts. The following identifies the online services quality rating segmented by the top three user groups in more detail.

Analysis of DTIC's Online Services Performance Rating by User Group

FY 2003 CS Survey	Favorable	Neutral	Unfavorable
Overall	65%	28%	7%
Librarian	65%	28%	7%
Engineers	62%	29%	9%
Researcher/Analyst	67%	24%	10%
FY 2002 CS Survey	Favorable	Neutral	Unfavorable
Overall	54%	21%	25%
Librarian	63%	26%	11%
Engineers	39%	17%	44%
Researcher/Analyst	53%	17%	30%

Fig 3.2

DTIC Online Service Usage:

Private STINET was created by the merger of Secure STINET and WED, and implemented three (3) months before the 2003 CS survey. Based on write-in comments from the 2003 CS survey, usage data reflect that most online customers reported that they currently use Private STINET.

DTIC Homepage Review

DTIC Homepage Usage

The majority of CS survey respondents (75 percent) indicated they have accessed the DTIC Homepage in the past 12 months. This finding continues to reflect no significant change for DTIC Homepage usage from 2001. The level of access among the top (three) 3 job positions (detailed in Part IV Demographics) shows 80 percent (each) of the Librarians and Engineers utilizing the DTIC Homepage in the past 12 months. Following closely were the Researcher/Analyst at 72 percent. It should be noted that the DTIC Homepage was redesigned after the 2002 Survey and is strictly intended for the general public. Content for registered users is planned for later in 2003.

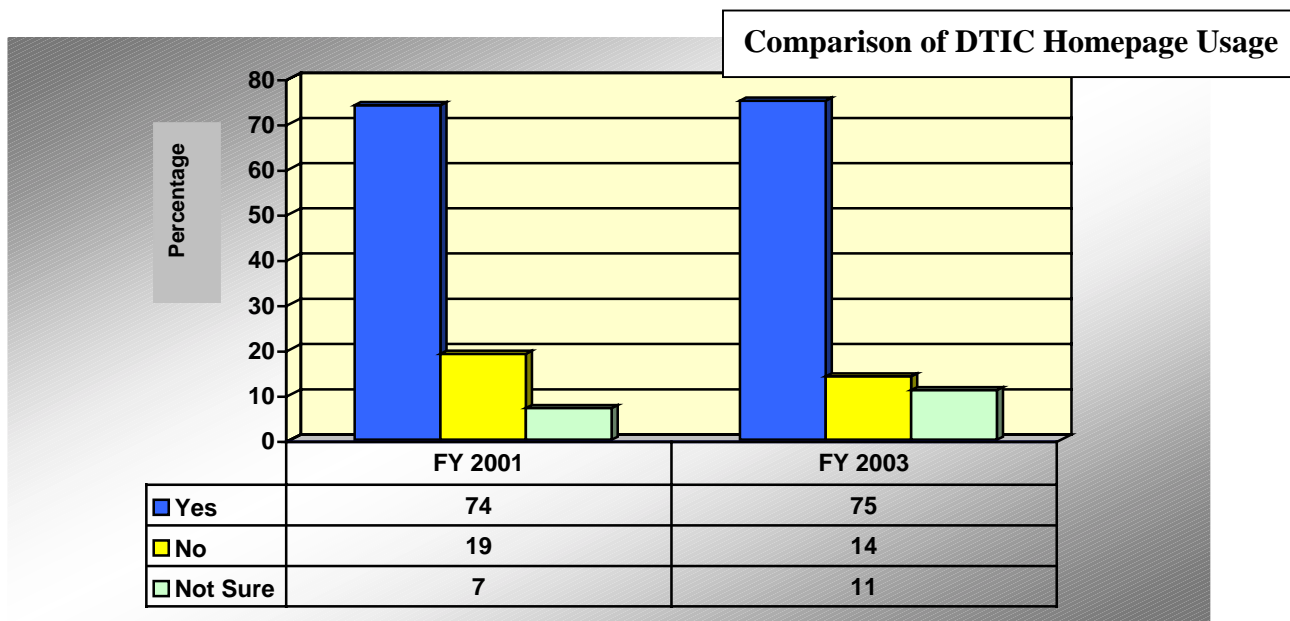


Fig 3.3

Note: Comparable data not available for 2002

DTIC Homepage Quality and Performance

The 2003 CS survey respondents were asked to rate their satisfaction with respect to 5 quality factors in relation to the DTIC Homepage. For 2003, the majority of the CS survey respondents rated the DTIC Homepage favorably, with an overall satisfaction rating of 69 percent. The top rated quality factors for the Web site were: "Accessibility" at 74 percent and following at a close second was "Appearance" at 72 percent. When comparing results from 2001, overall, there were no profound changes in respondents' evaluation of the DTIC Homepage as a whole. However, it may be a hopeful sign that negative views of the "content" quality factors dropped nine points between 2001 and 2003. See Fig 3.4 for more details.

Comparative Analysis of DTIC Homepage Performance Rating

FY 2003 Homepage Quality Factors	Overall	Favorable	Neutral	Unfavorable
Accessibility (Easy to access site)	74%	74%	22%	5%
Ease of Use (Navigating the site)	65%	59%	26%	16%
Organization	67%	60%	26%	14%
Content	70%	68%	25%	8%
Appearance (How doe the site look)	72%	68%	27%	5%
Overall Averages	69%	66%	25%	9%
FY 2001 Homepage Quality Factors	Overall	Favorable	Neutral	Unfavorable
Accessibility (Access to Site)	77%	81%	16%	3%
Ease of Use (Navigating the Site)	65%	56%	30%	15%
Organization (Logically arranged)	63%	51%	31%	18%
Content (Helpful, focused, understandable)	65%	56%	27%	17%
Usability (Information/service useful)	67%	59%	32%	9%
Overall Averages	67%	61%	27%	12%

Note: Quality factors differ slightly for complete comparison for 2001/2003. Comparable data are not available for 2002.

Fig 3.4

With regard to aspects of the satisfaction levels of DTIC's Homepage from the 2003 CS survey according to the top 3 job positions, crosstab data (not presented in this report) shows Librarians were noticeably more pleased with our homepage appearance, ease of use, organization and content than were other respondents. For more details, the following identifies the 5 quality ratings of the DTIC Homepage, segmented by the top 3 user groups, consisting of Librarians, Engineers, and Researcher/Analysts.

"Accessibility" Overall Ratings:

- 73.5 percent of Users rated accessibility as “Very Good” to “Excellent” (*Favorable*)
- 21.8 percent as “Good” (*Neutral*)
- 4.8 percent as “Fair” to “Poor” (*Unfavorable*)

Analysis of DTIC Homepage Performance Rating – Accessibility (Easy to Access Site)

FY 2003 CS Survey	Favorable	Neutral	Unfavorable
Overall	74%	22%	5%
Librarian	73%	20%	7%
Engineers	74%	21%	5%
Researcher/Analyst	71%	26%	2%

Fig 3.5

"Appearance" Overall Rating:

- 68 percent of users rated appearance as “Very Good” to “Excellent” (*Favorable*)
- 27 percent as “Good” (*Neutral*)
- 5 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Performance Rating – Appearance (How Does the Site Look)

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	68%	27%	5%
Librarian	78%	19%	4%
Engineers	61%	33%	6%
Researcher/Analyst	63%	33%	4%

Fig 3.6

"Ease of Use" (Navigating the site) Overall Ratings:

- 58.8 percent of users rated navigation as “Very Good” to “Excellent” (*Favorable*)
- 25.7 percent as “Good” (*Neutral*)
- 15.5 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Performance Rating – Ease of Use (Navigating the Site)

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	59%	26%	16%
Librarian	68%	18%	14%
Engineers	57%	27%	16%
Researcher/Analyst	53%	33%	14%

Fig 3.7

"Organization" Overall Rating:

- 60.3 percent of users rated organization as “Very Good” to “Excellent” (*Favorable*)
- 26.1 percent as “Good” (*Neutral*)
- 13.7 percent as "Fair" (*Unfavorable*)

Analysis of DTIC Homepage Performance Rating – Organization

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	60%	26%	14%
Librarian	68%	20%	12%
Engineers	59%	27%	14%
Researcher/Analyst	54%	31%	15%

Fig 3.8

"Content" Overall Rating:

- 67.6 percent of users rated content as “Very Good” to “Excellent” (*Favorable*)
- 24.7 percent as “Good” (*Neutral*)
- 7.7 percent as “Fair” (*Unfavorable*)

Analysis of DTIC Homepage Performance Rating – Content

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	68%	25%	8%
Librarian	75%	20%	4%
Engineers	66%	28%	6%
Researcher/Analyst	60%	33%	7%

Fig 3.9

Performance of DTIC Homepage by Top 3 User Groups:

Figures 3.10 to 3.12 depict the overall rating of various quality factors for the DTIC Homepage for the 2003 CS survey.

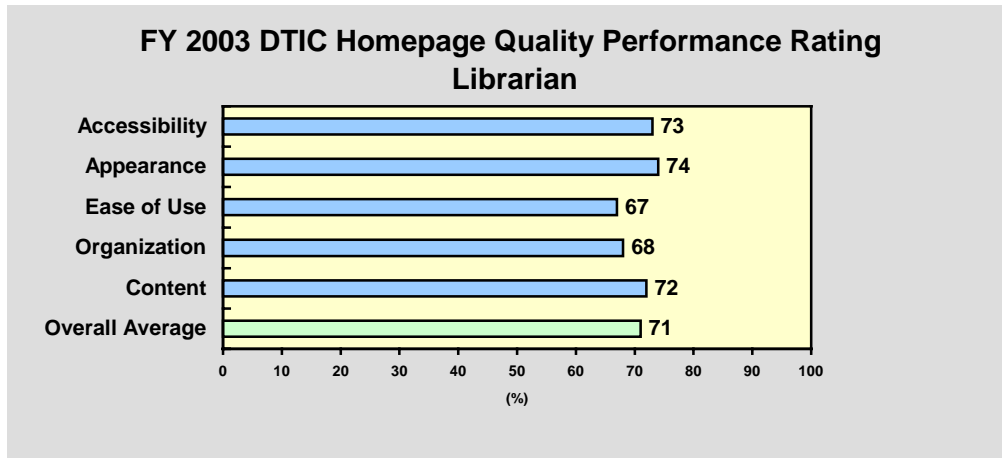


Fig 3.10

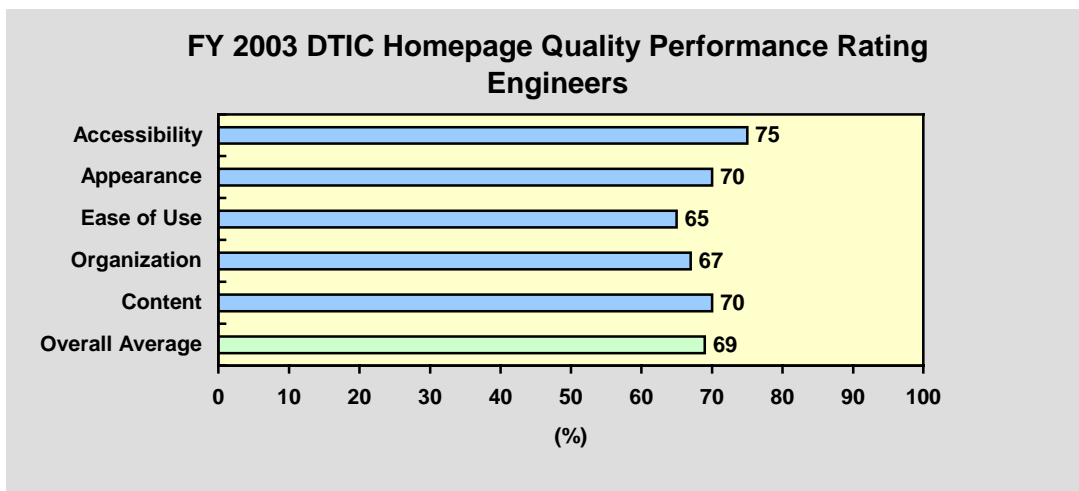


Fig 3.11

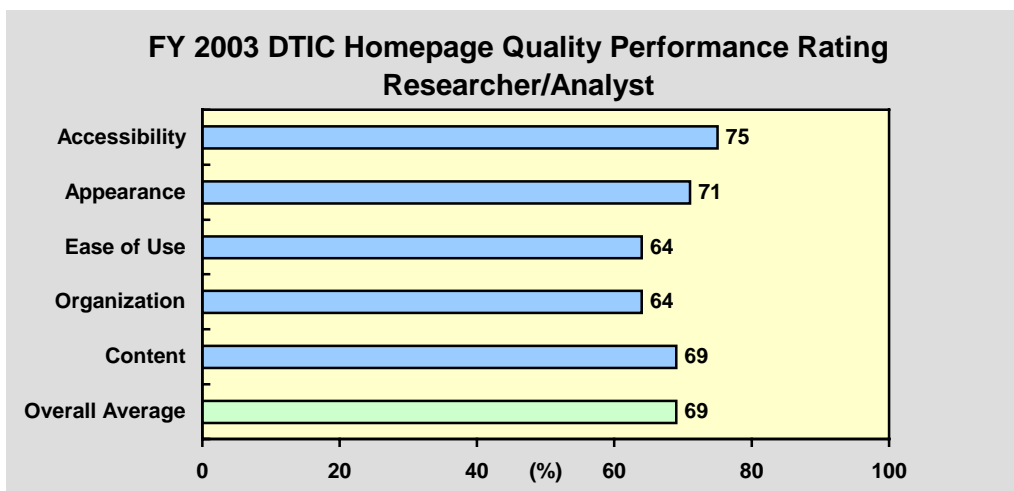
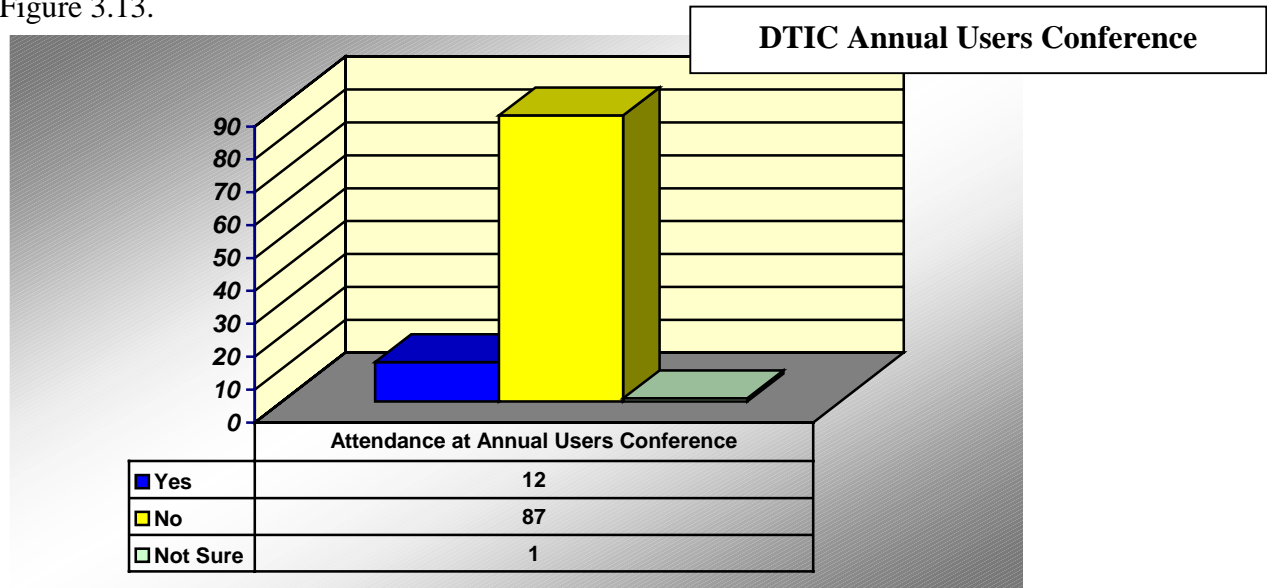


Fig 3.12

DTIC Annual Users Conference

The majority of 2003 CS survey respondents reported that they have not attended an annual DTIC Users Conference in the past three (3) years. Among the 12 percent of CS survey respondents who attended the conferences, generally they found the event valuable in terms of the information provided. According to write-in comments, a number of users reported they preferred Spring (April) Annual Users Conferences in comparison to Fall (November) conferences. Comparable data are not available for previous years. 2003 results are shown in Figure 3.13.



Data not gathered for previous years

Fig 3.13

A Sample of 2003 CS Survey Respondents' Comments on the DTIC Annual Users Conference

Significant user comments regarding the annual conference are provided below:

- "The conference always provides current and useful information and is invaluable in helping me to perform my job successfully."
- "I much prefer the April/Spring date to the former Fall time - makes travel much better/easier! And a nicer time to visit D.C. Session content remains good/pertinent, and tours are excellent. Luncheon speakers still interesting/entertaining. Exhibits seem to have declined in quality..."
- "Why would I attend this conference in addition to SLA, MLW, and other competing conferences?"
- "The conference was very helpful - it was beneficial to be able to give DTIC suggestions and also see the current development of Private STINET."
- "Regretfully, no funds here to attend anything..."
- "I would like to see more on-line training held during the DTIC Annual Users Conferences."

Part IV: User Demographics

Job Position Status and Organization Type:

The customer profile in this survey represents five (5) organizational groups and seven (7) job positions, the distribution of which is shown in Figures 4.1 and 4.2. Aspects of the CS survey findings during 2001 through 2003 continue to show similar organizational status percentages, indicating that the majority of respondents were affiliated with the Department of Defense (DoD) (53 percent). Following at 33 percent were the Industry organizations (Government Contractors, Corporate, etc.). Overall, the respondents' top four (4) organizational types remain consistent with previous survey years.

User Organization Type

Organization	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
DoD-Military/Civilian Services Agencies	52%	48%	53%
Industry /Gov't. Contractor	35%	38%	33%
Non-DoD Federal Gov't.	1%	5%	4%
Academia: College/Univ.	11%	3%	5%
HBCU/MI	N/A*	3%	2%
Other	N/A*	N/A*	3%

*Data not gathered in previous survey

Fig 4.1

The top three (3) job positions showed a similar pattern of responses throughout the surveyed years. This year, the largest number of respondents classified their job position as Librarian (24 percent). Following at 17 percent were the Engineers, and Researcher/Analysts at 16 percent. Overall, these findings continue to reflect no significant changes to job position from previous surveyed years. Crosstab data (not presented in this report) reflects the largest number of Librarians and Technical Information Specialists described their current organization as DoD. However, it is interesting to note that the majority of this year's Researcher/Analyst respondents describe their current organization as coming from DoD agencies, whereas previous surveyed years reflected Industry organizations.

Job Position

Job Position	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
Librarian	16%	25%	24%
Researcher/Analysts/Program Manager	18%	16%	16%
Engineer	16%	17%	17%
Scientist	14%	9%	11%
Technical Info Specialist	8%	9%	10%
Contracting Officer	2%	5%	3%
Resource Management/Financial/Budget Analyst	4%	4%	3%
Security	8%	N/A*	N/A*
Other	14%	15%	17%

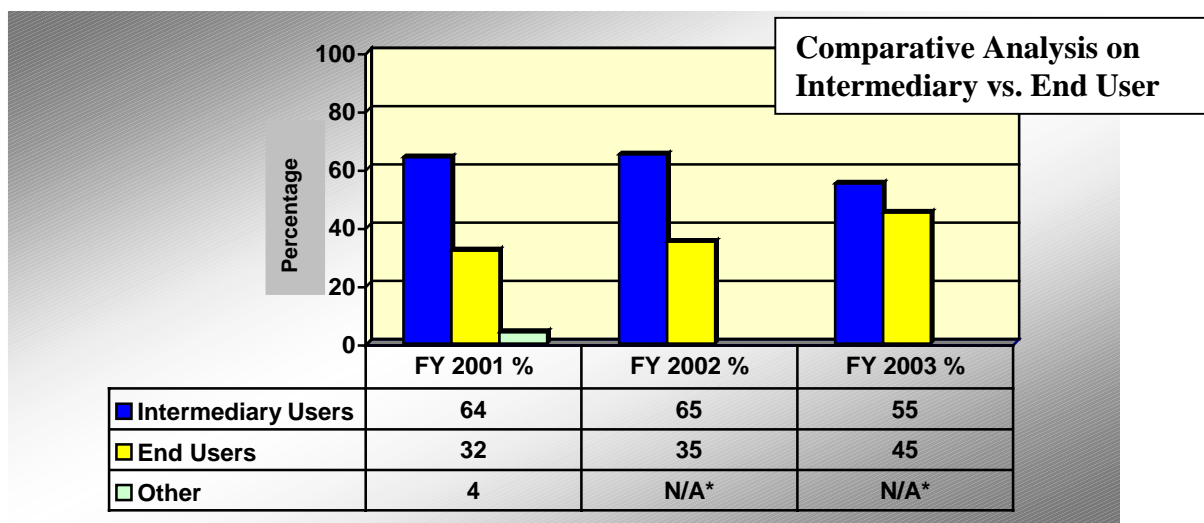
Note: Greyed entries reflect the top three positions in terms of the number of survey respondents.

*Data not collected

Fig 4.2

Intermediary vs. End Users:

The two (2) categories listed in the chart below reflect areas on how our respondents acquire scientific and technical information. The 2003 CS survey shows a continuing trend of respondents primarily acting as information providers to others as illustrated in Fig 4.3. It should also be noted that this year, crosstab data shows 48 percent of the DoD (Military/Civilian) agencies reported themselves as end users and 51 percent as intermediary users ---almost evenly split. Last year's finding overwhelmingly had the DoD agencies reporting themselves as end users at 70 percent.



Note: 2001 responses to this question differ slightly: four choices were available to respondents including a selection for "other." To incorporate comparable data for 2002 reporting, we combined each of 2001 responses of---"both end user and information provider" and "intermediary" for one response--Intermediary Users.

*Data not gathered in previous survey

Fig 4.3

Time as a Registered User:

The results from this year's survey show that the largest number of respondents have been registered users for "1-2 years." Although the largest number of respondents came from this category, the overall picture shows that respondents have been registered with DTIC for the full range of time increments. Fifty-one (51) percent of users responding to the survey reported having been registered with DTIC two (2) years or less, while 49 percent reported three (3) years or more. Also to be noted are the results of the crosstab data of the 2003 Librarian respondents representing the largest number of "6 or more years" as registered users. The Engineers represented the majority of the "1 to 2 years" as registered users. The data displayed in Fig 4.4 below defines respondent time as a registered DTIC user.

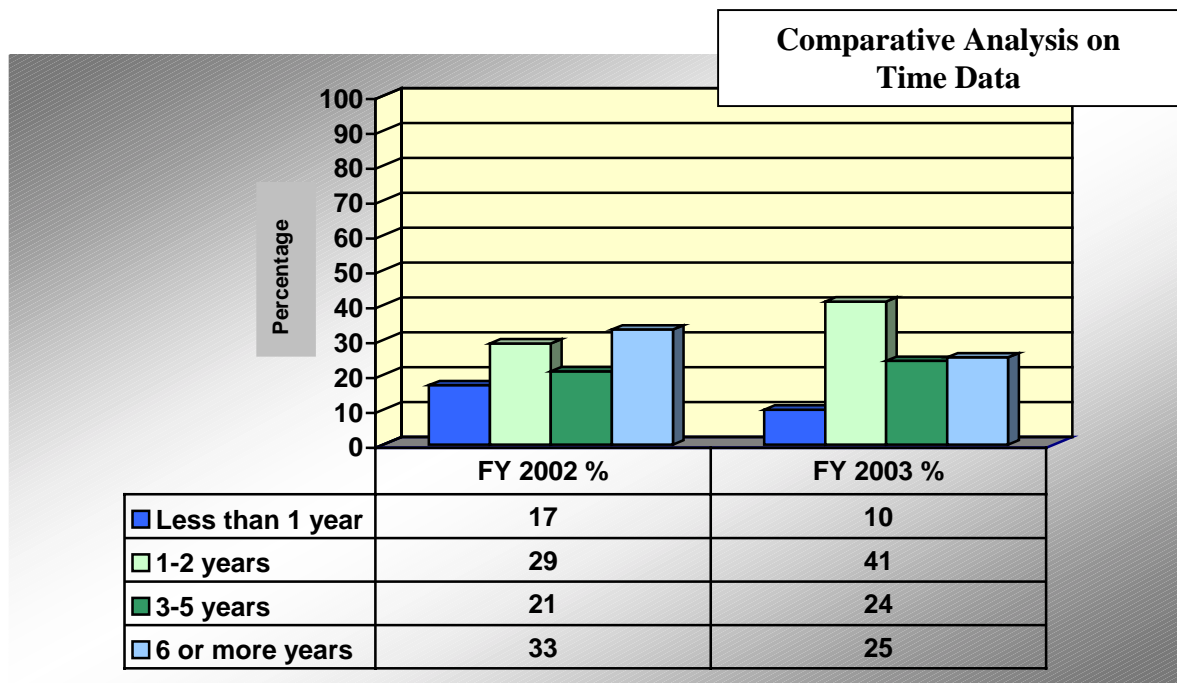


Fig 4.4

Note- different measurement scales (time increments) were used for 2001

Part V: Communications, Access and Information Requirements

Information Needs:

The vast majority of users (77 percent) indicated a high level of satisfaction with their information needs being met by searching DTIC's collection. The 2003 CS survey respondents were also asked to provide specific comments regarding their current and future informational needs. The information needs/topic areas respondents most often mentioned continue to be access to full text electronic documents, as was also reflected in last year's findings. It is also interesting to note that results of the 2002 CS survey open-ended comments included a number of information needs centered on "Homeland Defense/Security;" however, 2003 CS respondents hardly mentioned the need for this type of information. Based on the frequency with which informational needs were addressed, outlined below are the top 3 informational needs expressed by respondents in their written comments:

- Full Text Access
- Historical Data (Army Topics, Chemical Toxicity)
- Medical (Military Medical, Biomedical)

Communication Preferences and Satisfaction:

For two (2) years in a row the CS surveys find respondents indicating the Internet/Online as the preferred communication method. There appears to be a trend away from the telephone for CS respondents overall. It is also interesting to note that crosstab data shows Librarian respondents preferred the telephone (47 percent) but not overwhelmingly. It should be pointed out that when you combine the numbers for the electronic communication (e-mail and Internet), 51 percent of Librarians preferred this type of medium when accessing DTIC.

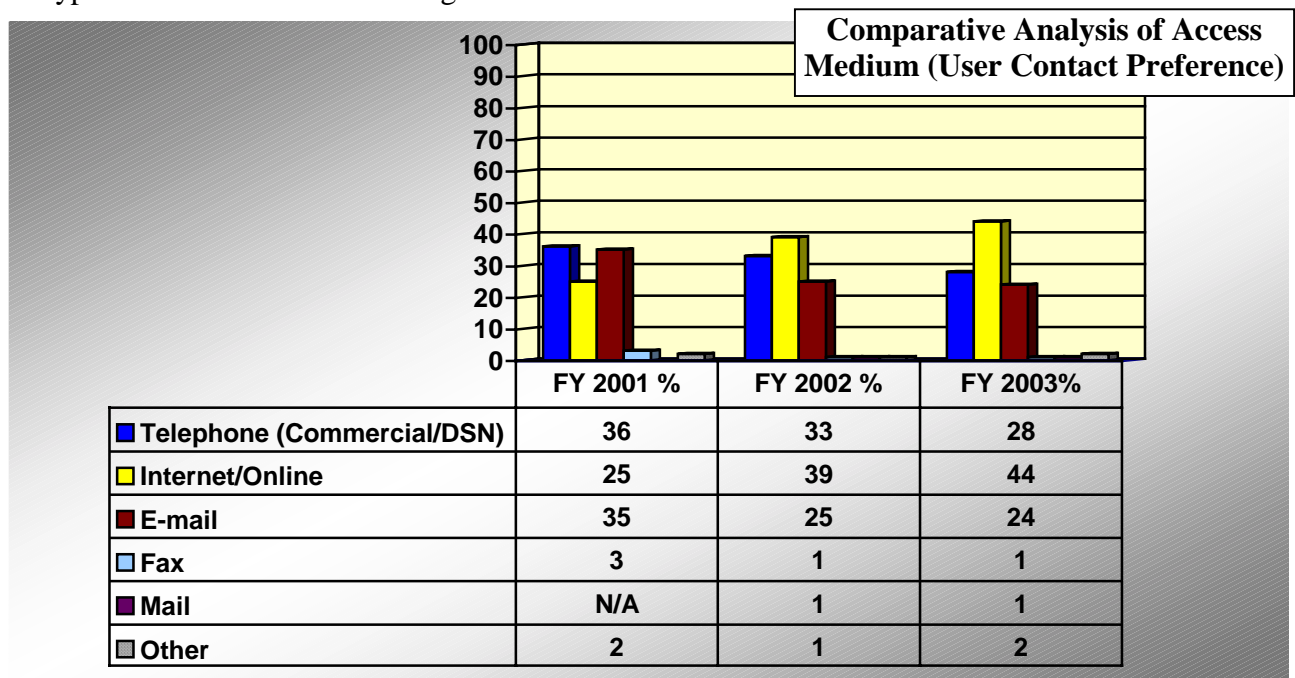


Fig 5.1

Effectiveness of Corporate Communications:

When users were asked how effective DTIC marketing communication efforts are, the majority of respondents (74 percent) “agree” to “strongly agree” that DTIC does an adequate job in communicating (transmitting/mailling) information about new, changed and/or enhanced products and services offerings, etc. The 2003 CS survey results on the effectiveness of corporate communication show a similar pattern of responses in comparison to last year's findings. Communication about submitting documents is still perceived as relatively weak, though improving.

Again, note that overall favorable percentages are based on normalized data, a process which uses the total number of valid responses along a five point scale and converts these to a 100 point scale. These may vary somewhat from the total percentage of favorable responses. The overall favorable percentages are derived from the “Mean (normalized)” column in the tables for quantitative results at Appendix B.

Comparative Analysis on Effectiveness of Corporate Communication

FY 2001 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	*	*	*
Product/Service Changes	81%	4%	15%
Training Opportunities	63%	5%	32%
Submitting Documents	46%	9%	45%
Ordering Documents	*	*	*
System Disruptions/Downtime	*	*	*
Overall Rating	61%	13%	27%
FY 2002 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	83%	0.7%	16%
Product/Service Changes	82%	2%	16%
Submitting Documents	59%	4%	37%
Training Opportunities	71%	3%	27%
Ordering Documents	77%	3%	20%
System Disruptions/Downtime	76%	3%	22%
Overall Rating	75%	3%	23%
FY 2003 Users Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
New Product/Service Changes	81%	5%	14%
Product /Service Changes	82%	6%	12%
Submitting Documents	63%	8%	29%
Training Opportunities	67%	11%	22%
Ordering Documents	75%	8%	17%
System Disruptions/Downtime	76%	7%	17%
Overall Rating	74%	8%	18%

Fig 5.2

Note: Inquiries on the specifics above varied year to year.

Preferred Method of Ordering Documents:

The 2003 CS survey asked for the preferred method of ordering documents. Over half of the respondents (59 percent) reported that Internet/Online Services was the preferred medium of ordering documents. Following with 13 percent was e-mail. These numbers show similar patterns of responses in comparison to last year's findings. See Fig. 5.3 for more details.

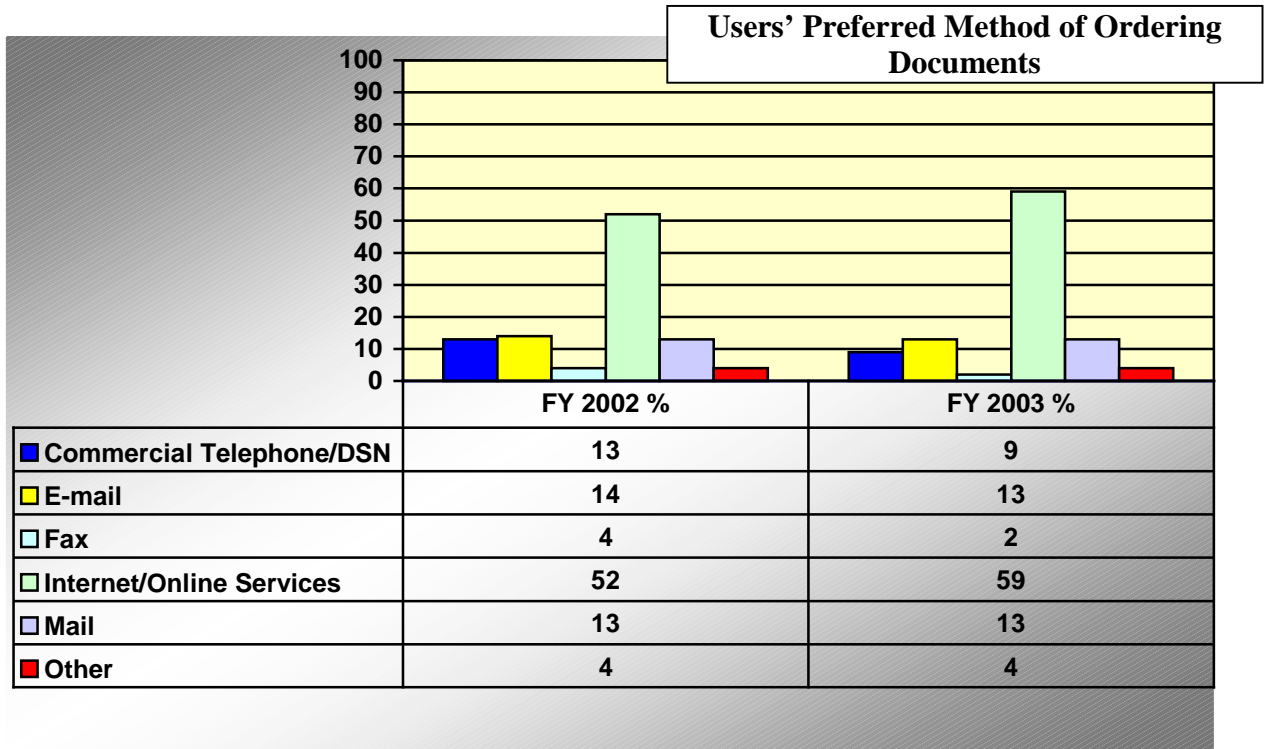


Fig 5.3

Data not gathered in 2001